

PUBLIC WORKS

BUDGET UNIT: CALICO GHOST TOWN MARKETING SERVICES (SPS CCR)

I. GENERAL PROGRAM STATEMENT

This special revenue fund was established in 1997-98 to provide separate accountability and operations of marketing services for Calico Ghost Town Regional Park. These services include advertising and marketing for special events such as Calico Days, Spring Festival, Hullabaloo, the Fine Arts Show, and other smaller events. 3% of the Calico Ghost Town concessionaire's gross sales, as well as 15% of the park's admission fees are used to finance these services.

II. BUDGET & WORKLOAD HISTORY

	Actual	Budget	Estimated	Department
	2001-02	2002-03	2002-03	Request
				2003-04
Total Appropriation	364,750	405,156	399,986	371,370
Total Revenue	317,156	389,300	385,000	370,500
Fund Balance		15,856		870
Budgeted Staffing		1.0		1.0

III. HIGHLIGHTS OF RECOMMENDED PROGRAM FUNDED ADJUSTMENTS

STAFFING CHANGES

None.

PROGRAM CHANGES

None.

OTHER CHANGES

None.

VI. VACANT POSITION IMPACT

None.

V. OTHER POLICY ITEMS

None.

VI. FEE CHANGES

None.

GROUP: Economic Development/Public Services
DEPARTMENT: Public Works - Calico Ghost Town Marketing Services
FUND: Special Revenue SPS CCR

FUNCTION: Rec & Cultural Services
ACTIVITY: Promotion

ANALYSIS OF 2003-04 BUDGET

	A	B	C	D	B+C+D E Board Approved Base Budget
	2002-03 Year-End Estimates	2002-03 Final Budget	Base Year Adjustments	Mid-Year Adjustments	
<u>Appropriation</u>					
Salaries and Benefits	47,486	47,130	-	-	47,130
Services and Supplies	352,500	358,026	-	-	358,026
Transfers	-	-	-	-	-
Total Appropriation	399,986	405,156	-	-	405,156
<u>Revenue</u>					
Use of Money & Prop	71,000	65,500	-	-	65,500
Current Services	110,000	145,000	-	-	145,000
Other Revenue	204,000	178,800	-	-	178,800
Total Revenue	385,000	389,300	-	-	389,300
Fund Balance		15,856	-	-	15,856
Budgeted Staffing		1.0	-	-	1.0

GROUP: Economic Development/Public Services
DEPARTMENT: Public Works - Calico Ghost Town Marketing Services
FUND: Special Revenue SPS CCR

FUNCTION: Rec & Cultural Services
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ANALYSIS OF 2003-04 BUDGET

	E Board Approved Base Budget	F Recommended Program Funded Adjustments	E+F G 2003-04 Department Request	H Vacant Position Impact	G+H I 2003-04 Proposed Budget (Adjusted)	J Recommended Vacant Restoration	I+J K 2003-04 Recommended Budget
Appropriation							
Salaries and Benefits	47,130	2,411	49,541	-	49,541	-	49,541
Services and Supplies	358,026	(36,370)	321,656	-	321,656	-	321,656
Transfers	-	173	173	-	173	-	173
Total Appropriation	405,156	(33,786)	371,370	-	371,370	-	371,370
Revenue							
Use of Money & Prop	65,500	(9,500)	56,000	-	56,000	-	56,000
Current Services	145,000	(35,000)	110,000	-	110,000	-	110,000
Other Revenue	178,800	25,700	204,500	-	204,500	-	204,500
Total Revenue	389,300	(18,800)	370,500	-	370,500	-	370,500
Fund Balance	15,856	(14,986)	870	-	870	-	870
Budgeted Staffing	1.0	-	1.0	-	1.0	-	1.0

Recommended Program Funded Adjustments

Salaries and Benefits	2,411	Step increase in salary for Marketing Coordinator.
Services and Supplies	(20,030)	Decrease in printing expenses.
	(16,340)	Decrease in professional expenses.
	(36,370)	
Transfers	173	Marketing Coordinator increase in EHAP expenses.
Total Appropriation	(33,786)	
Revenue		
Use of Money & Prop	(9,500)	Decrease due to a decline in tourism at the Park.
Current Services	(35,000)	Decrease due to a decline in tourism at the Park.
Other Revenue	25,700	Anticipated increase in festival and special event revenue.
Total Revenue	(18,800)	
Fund Balance	(14,986)	